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## Community Building and Communications Workgroup

### Meeting Notes

**TO:**  
CBC Workgroup

**FROM:**  
Jeff Padden

**SUBJECT:**  
Community Building and  
Communication Workgroup Meeting  
Notes, September 26, 2008

**DATE:**  
October 3, 2008

Public Policy Research,

Development,

and Evaluation

#### *Items Relevant to Other Workgroups*

None.

#### *Attendees*

Lynn Hedges, Chair  
Beverley Ebersold  
Jerrie Lynn Gibbs  
Connie Hackney  
Christine Sickle  
Nichole Waters  
Jeff Padden, PPA

Jeffrey D. Padden

President

#### *Discussion Items*

##### **Introductions and Review of the Agenda and the Advance Materials**

Lynn reviewed the agenda and other advance materials that were provided prior to the meeting:

- Roster spreadsheet
- Revised draft Charter
- Action Plan template
- Summary of the September 11, 2008 meeting
- Meeting assessment form

In the September 11 Meeting Summary, the spelling of Jerrie Lynn Gibbs's name was corrected, and the Summary was approved with that change.

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### Review of Meeting Assessments

Jeff Padden reviewed the assessments of the meeting of September 11. Only three were received, and they were generally positive. Some interest was expressed in having more participation from the members during the meetings.

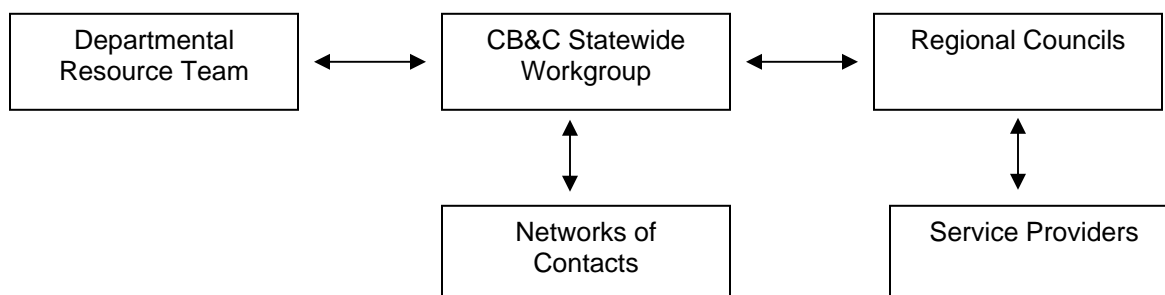
### Review of the Revised Draft Charter

There was extensive discussion of the revised draft Charter. Most attention was focused on the three strategic issues. In the end, the following language was agreed upon for that section, including the revised diagram:

“Specifically, the Community Building and Communications workgroup is charged with these strategic issues:

1. *External Communications.* Develop and implement effective communication strategies about the positive impact of supportive housing and other housing opportunities on local, state, and national investments in a variety of areas as well as on the lives of the tenants by working with all stakeholders. This strategy focuses on information sharing in a manner that helps build public support.
2. *Internal Communications.* Increase awareness of supportive services and other housing opportunities among target audiences through pro-active engagement with other Departmental Resource Team (DRT) Statewide workgroups and foster communication among those workgroups.
3. *Planning.* Increase effectiveness of state and local planning and build public and political support for ending homelessness through more fully aligned state and local collaboration.

In addressing these strategic issues, the workgroup will consult and communicate with the DRT at the state level and with Regional Councils of the Campaign to End Homelessness. The members of the workgroup will also communicate about the Campaign with their networks of contacts. In other words, the group will serve as an information conduit and broker, as shown below.”



The diagram was modified to show that this workgroup serves as a conduit for information to Regional Councils, and indirectly to service providers, as well as to networks of contacts. The spelling of member names was also fixed. The revised Charter is attached to this Summary.

**Review of the Action Plan Template**

The work group began work on the Action Plan. First, it was agreed that the three strategies from the Charter would be transferred to the template. Then, actions were discussed that would advance the strategies. The draft Action Plan is attached and will be completed at the October 15 workgroup meeting.

The workgroup agreed that it would be helpful to have a staff person from MSHDA's new communications firm, Pace & Partners, participate in the workgroup. Jeff agreed to ask Sally Harrison about that.

***Tasks Completed***

None.

***Tasks Assigned***

Several assignments flowed from the discussion. Each is listed with the responsible person(s) and timeline.

- All: Complete the meeting evaluation form and e-mail or fax to Jeff (Fax: 517-485-4488 or e-mail: [paddenjd@publicpolicy.com](mailto:paddenjd@publicpolicy.com)) by October 14, 2008.
- Jeff: Ask Sally Harrison about participation by Pace & Partners by October 6, 2008.
- Jeff: Send the revised roster of all workgroups to Lynn by October 6, 2008.
- Beverley: Circulate examples of benchmark reports and planning processes prior to October 15, 2008.
- All: Review the roster to correct mistakes and incomplete information by October 14, 2008.
- Jeff: Revise the Charter and send it to the workgroup by October 6, 2008.
- All: Review the revised Charter. Prepare for final approval on October 15, 2008 meeting.
- Jeff: Draft the Action Plan and send it to the workgroup by October 6, 2008.
- All: Review the draft Action Plan. Prepare to finalize it at the October 15, 2008 meeting.
- Lynn: E-mail all members about registering for the October 15, 2008 meeting at [www.mittac.org](http://www.mittac.org).
- Lynn: Convene a background session on homelessness and the CTEH prior to October 15, 2008. Provide access to some of the ten-year plans.

***Next Meeting***

October 15, 2008, noon to 5 p.m. at the Kellogg Center in East Lansing.

**Session Evaluation and Closing**

Jeff reiterated his request that members complete the session evaluation form and return them to him.